



Los Angeles County
Children's Planning Council
Improving Children's Lives

June 7, 2007

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**APPROVE AMENDMENT NUMBER THREE TO AGREEMENT
NUMBER 74628 BETWEEN LOS ANGELES COUNTY AND THE
CHILDREN'S PLANNING COUNCIL FOUNDATION, INC. FOR
PURPOSES OF EXTENDING THE EITC CAMPAIGN
(3 VOTES – ALL DISTRICTS)**

IT IS THEREFORE RECOMMENDED THAT OUR BOARD:

Approve and instruct the Chair to sign the attached Amendment Number Three (Attachment A) to Agreement Number 74628, modifying the Scope of Work and County Contribution terms for purposes of extending the EITC Campaign for a third year from October 1, 2006 to September 30, 2007 in the amount of \$100,000.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION:

This recommendation is based on the positive accomplishments of the performance targets that were achieved through a countywide collaborative effort led by the Greater Los Angeles EITC Campaign Partnership, coordinated by the Children's Planning Council. The original goal was to increase by 20,000 the number of families with children that filed and claimed the EITC.

The EITC Campaign for the third year was launched on October 1, 2006, however the extension of the agreement was inadvertently delayed. County Counsel has reviewed the amendment.

The preliminary results of the EITC Campaign this year are summarized below.

The benefits of the County's investment in the 06 – 07 EITC Campaign, which included outreach, public awareness, and capacity building of the Volunteer Income Tax

Assistance (VITA) sites, no-cost tax preparation services, support of the EITC Hotline and Website, and staff support to the Greater Los Angeles EITC Campaign Partnership, helped us surpass the performance targets we set in 2005. While we do not have the final IRS data to determine the number of families that file and claim the EITC, we can report on the success of our performance targets:

- Reached over 2.5 million individuals through outreach and training (increased by 1 million);
- DPSS made a total of 1.1 million contacts with clients about EITC (an increase of 154,000);
- Reached over 2.1 million individuals through our TV and print media campaign;
- Received 12,706 calls through the EITC Hotline (3% increase from last year);
- Increased tax filings through Campaign-sponsored VITA sites to 5,531 (25% increase);
- Saved filers approximately \$553,100 in tax preparation fees;
- E-filed 86% of total returns (11% increase);
- Supported 49 VITA sites throughout Los Angeles County;
- Created a VITA site search bar to assist partners to better locate sites, obtain driving directions, and view contact information;
- Maintained and upgraded the EITC Campaign website with maps of VITA sites, IRS forms, Frequently Asked Question page, and information in Spanish.
- More than 150,000 hits on EITC website in three months.
- Received and responded to over 50 EITC/VITA related questions from the EITC website;
- Leveraged \$30,000 from Citibank and GE Money to expand the work of the Campaign;
- Sponsored eight countywide live remote broadcasts by local LA radio station, Power 106, to support VITA sites and promote EITC.
- Conducted two live radio interviews relating to EITC and Asset building;
- Recruited and trained 536 VITA volunteers;
- Opened 35 bank accounts at VITA sites (50% increase).

In addition, through the County's investment and the dedicated work of the EITC Campaign Partnership staffed by CPC, the following was accomplished:

- Sponsored the first Lancaster Tax Day in partnership with United Way of Greater Los Angeles, PACE, Washington Mutual, and SPA 1 resulting in approximately \$12,000 in EITC, and \$3,400 in tax preparation savings.
- Redesigned the MTA tear-off ads were again placed in 2,000 MTA buses.
- Supported the IRS in their 34 a Su Lado (34 on Your Side) event in partnership with First Lady of California Maria Shriver. This event served as a question-and-answer telethon for the EITC, VITA and other tax credits.
- Supported Compton and Long Beach Tax Day in partnership with Broad Spectrum Community Development Corporation.

- Supported East Los Angeles Tax Day in partnership with Mexican American Opportunity Foundation, Citibank, and Consejo de Federaciones Mexicanas
- Supported Cal Poly Pomona's Family Fun Day
- Supported the Tax Kick Off on February 1, 2007 in partnership with the Southwest Los Angeles WorkSource Center, Broad Spectrum, and the Internal Revenue Service.
- Hosted 3 community breakfasts where more than 70 organizations registered to join the EITC Campaign and assist with outreach, recruit volunteers, and possibly host a VITA site. In an effort to engage stakeholders from throughout Los Angeles County, the Community Breakfasts took place at the following locations:
 - Valley Region - Pacoima Youth and Family Center
 - East Los Angeles – Lucile Roybal Youth and Family Center
 - South Los Angeles – Constituency Center

One other development as a result of the County's investment in the 2006 EITC Campaign was the development and implementation of an EITC Mini-grant Program. The results of this program surpassed the expectations of everyone involved. The program evolved into a community capacity building exercise; volunteer EITC advocates championed this cause by engaging their neighbors, local business leaders, school administrators, and social service providers.

Many of the mini-grant volunteers adopted EITC outreach into their daily lives and will continue to advocate for the credit even after the end of tax season. The Mini-grants Program offered local CBOs opportunities to expand their existing grassroots outreach programs (Promotoras) to now include EITC and VITA in their curriculum. The newly designed Asset-building Promotoras Program is traditionally an education and medical outreach program in which adult Latinas ("*promotoras*") share information about reproductive health, sexuality and Planned Parenthood services with other community members. The Asset-building Promotoras Program is an outstanding vehicle to efficiently and effectively address the financial needs of Spanish-speaking, Latinos living in Los Angeles County.

Mini-grant recipients (CBOs) reported that the new program only reinforced the need of implementing neighborhood-level, asset-building strategies in traditionally underserved communities. Prior to this program, EITC and VITA were unheard of in some communities; because of the need and interest, community partners advise that EITC outreach should be a year-round initiative.

This year, the Campaign provided over \$20,000 in outreach mini-grants to ten community-based organizations countywide. Much of the mini-grant funds supported the development of EITC Outreach Promotora programs. The organizations that were awarded mini-grants include:

- **Idealistics, Inc.:** created a search bar that made it easier for people to find a local VITA site via the Internet. This year, 907 users utilized the VITA search bar. Many community partners inserted the searchbar into their websites, such

as United Way of Greater Los Angeles – further increasing access to information on VITA and EITC.

- **Centro Latino de Educación Popular:** developed marketing materials for individuals with limited-English skills and collaborated with sixteen community resources to provide information on the EITC and VITA.
- **Collective SPACE:** trained eight community members to serve as EITC advocates. The advocates hosted 37 presentations to 524 residents from the Westlake/MacArthur Park area. The mini-grant was a capacity building exercise in that the volunteers increased their community organizing, public speaking, and outreach skills.
- **Children's Bureau:** trained 13 community members to serve as EITC advocates. The advocates hosted 20 EITC presentations to 319 residents from throughout SPA 4. Collaborated with various parent groups, Family Resource Centers, and Neighborhood Councils.
- **Hands On Inland Empire:** One intern coordinated two VITA sites at the Pomona Valley Boys and Girls Club and the Cal Poly Downtown Center. 30 Cal Poly Pomona students were trained and certified as VITA volunteers. Student volunteers completed over 150 returns, captured over \$45,000 in EITC and over \$114,000 in tax refunds.
- **Central City Neighborhood Partners:** Trained 7 community volunteers to serve as EITC advocates. The advocates hosted 35 EITC presentations and reached 467 residents. The group exceeded their outreach goal by 34%.
- **East Los Angeles Community Corporation (ELACC):** Incorporated EITC outreach/education into their homebuyer's workshop. Served 88 people from the Boyle Heights area. Enhanced resident's knowledge and understanding of EITC. As a result of this program, ELACC has expressed interest in operating a VITA site in the future.
- **Dunbar Economic Development Corporation:** As an operator of a VITA site, the mini-grant campaign made it possible to enhance their EITC/VITA outreach campaign. The agency collaborated with local schools, supermarkets, and Univision in an effort to maximize their outreach potential.
- **Association of Community Organizations for Reform Now (ACORN):** Reached approximately 29,000 households, provided over 8,600 referrals to LA County VITA sites, completed 461 VITA tax returns resulting in \$502,079 in tax refunds and approximately \$300,000 in EITC.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The Children's Planning Council's work served as the impetus for Goal 5 of the County's Strategic Plan—Children and Families' Well-Being—and the Council continues to serve as a partner with the CAO Service Integration Branch in the implementation of Goal 5.

The Council is a lead partner on various elements of the Service Integration Action Plan (SIAP) recommendations. The SIAP represents one of the key objectives of Goal 5, which helps move the County's service integration efforts forward. In this year's goals, the EITC was identified as Strategy 2, Objective 2.

FISCAL IMPACT/FINANCING:

The funding for the FY 06-07 EITC Campaign of \$100,000 for the period of October 1, 2006 to September 30, 2007 is included within the FY 06-07's Final Budget.

FACTS AND PROVISIONS:

The County entered into Agreement Number 74628 with the Children's Planning Council Foundation, Inc. on October 7, 2003. The parties entered into Amendment Number One on November 17, 2004 for the purposes of implementing the EITC Campaign for the period October 1, 2004 to September 30, 2005. The parties also entered into Amendment Number Two on February 6, 2006, which included the EITC Campaign for the period October 1, 2005 to September 30, 2006.

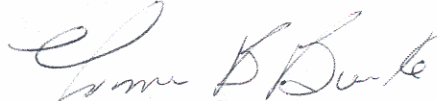
This Amendment Number Three provides for the continuation of the EITC Campaign for a third year for the period October 1, 2006 to September 30, 2007. The Executive Office will administer and monitor the Agreement on the County's behalf. County Counsel has reviewed the attached amendment.

IMPACT ON CURRENT SERVICES:

The EITC Campaign and the work of the Campaign Partnership will help to achieve Economic Well-Being, one of the County's five outcomes for children and their families. Specifically, the earned income tax refund helps to move families increase their assets, including the purchase of a first home, paying off debt, or saving for their children's education. Families who increase their assets and wealth are more likely to be self sufficient and be less dependent on government.

This Amendment will not infringe on the role of the County in its relationship to its residents, and the County's ability to respond to emergencies will not be impaired. There is no risk exposure to the County.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Yvonne B. Burke". The signature is fluid and cursive, with the first name being the most prominent.

Yvonne B. Burke, Chair
Los Angeles County Children's Planning
Council

cc: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors
Auditor-Controller
DPSS
Children's Planning Council Foundation, Inc.

AMENDMENT NUMBER THREE TO AGREEMENT NUMBER 74628
BETWEEN COUNTY OF LOS ANGELES
AND THE CHILDREN'S PLANNING COUNCIL FOUNDATION, INC.

This Amendment Number Three to Agreement Number 74628 is made and entered into at Los Angeles, California, this 10th day of July, 2007, by and between the County of Los Angeles ("County") and The Children's Planning Council Foundation, Inc. ("Foundation").

WHEREAS, Agreement Number 74628 ("Agreement") was executed on October 7, 2003; and

WHEREAS, Amendment Number One to Agreement Number 74628 was executed on November 17, 2004; and

WHEREAS, Amendment Number Two to Agreement Number 74628 was executed on February 6, 2006; and

WHEREAS, this Amendment Number Three to Agreement Number 74628 in accordance with Section 6, Changes and Amendments, of the Agreement.

NOW THEREFORE, in consideration of the foregoing and mutual consent herein contained, said Agreement is amended as follows:

1. Section 1 is amended to add the following:

Section 1.18 Oversee and facilitate the County's effort to increase the number of families with children that file and claim the Earned Income Tax Credit (EITC) for the period October 1, 2006 to September 30, 2007.

2. Section 3 is amended to add the following:

Section 3.1.4 County shall contribute \$100,000 for the period from October 1, 2006 to September 30, 2007 for the EITC services described in section 1.18 above.

74628
Supplement No. 2

AMENDMENT NUMBER THREE TO AGREEMENT NUMBER 74628
BETWEEN COUNTY OF LOS ANGELES
AND THE CHILDREN'S PLANNING COUNCIL FOUNDATION, INC.

IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment Number Three to Agreement Number 74628 to be subscribed by the Chair, the seal for such Board to be hereto affixed and attested by the Executive Officer-Clerk thereof, and Foundation has caused this Amendment Number Three to Agreement Number 74628 to be subscribed on its behalf by its duly authorized officer, on the day, month, and year first above written.

THE CHILDREN'S PLANNING COUNCIL
FOUNDATION, INC.

By: *R Sharma*

Name: Roger Sharma

Title: Treasurer

I hereby certify that pursuant to
Section 25103 of the Government Code,
delivery of this document has been made.

SACHI A. HAMAI
Executive Officer
Clerk of the Board of Supervisors

By: *Sybil G. Lillalobos*
Deputy

COUNTY OF LOS ANGELES

By: *Benjamin Laury*
Chair, Board of Supervisors



ATTEST:

SACHI HAMAI
Executive Officer-Clerk
of the Board of Supervisors

By: *Sybil G. Lillalobos*
Deputy

APPROVED AS TO FORM:

RAYMOND G. FORTNER, JR.
County Counsel

By: *Michele Jackson*
Deputy 7/9/07

ADOPTED
BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

54 JUL - 3 2007

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Supplement No. 2
74628

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